**JENNIFER DUFFY-PEREZ**

**SUMMARY:**

* Product design – 20 years of experience.
* SaaS products -10 years of experience
* Enterprise Platforms -10 years of experience
* Visual & data design experience - 25 years of experience
* Strong Data Visualization - 25 years of experience.
* Complex workflow 15 years of experience
* Data Management -10 years of experience.
* Rapid prototyping - 12 years of experience
* Flexible design system - 12 Years of experience
* Sketch - 2 years of experience.
* Figma - 7 years of experience
* Understanding of Databricks/Snowflake/AWS or Azure – knowledge
* Salesforce Lightning Design System - 4 years experience
* Pega - 2 years experience
* Agile - 8 years experience
* Jira - 6 years experience

**EXPERIENCE:**

07/2024 to **TATA CONSULTANCY SERVICES ((UPS CLAIMS)**

Present **Senior UX/UI Designer**

* Senior UX/UI consultant for UPS CEC Claims team. Working with multiple teams to develop consistent UI and UX features.
* Built newly designed customer facing emails for UPS communications, worked within Salesforce LDS to update features and workflows.
* Provided designs and consultancy for future international SF implementations.
* All work in Figma and Salesforce LDS

12/2023 to **NEW JERSEY COURTS**

05/2024 **Senior UX/UI Designer**

* Senior UX/UI consultant for government UX team.
* Develop research, metrics, and best practice testing and reporting for internal and external users.
* Contribute to existing Pega design system workflows. Strategize for change management.
* All work in Adobe XD and Pega

08/2022 to **FISHER INVESTMENTS**

12/2022 **Senior Lead UX Designer**

* Senior user experience consultant to help strategize and develop a new UX department to integrate Salesforce Lightning Design System with existing cross-functional teams.
* All work in Figma and Salesforce LDS

03/2019 to **FIDELITY INVESTMENTS**

08/2022 **Senior UX IA Designer**

* Senior product designer for new digital trading tool replacing manual process for all corporate actions. Owned design for end-to-end product design, consult on full project planning and strategy, provide all user testing and drive extensive requirement-building with multiple divisions. Provide all design prototypes and final HTML for development. Worked with chat box and virtual assistant teams to provide appropriate experience and data analysis for product
* In addition to being principal UX designer for Fidelity’s main portfolio/balance pages (most active pages on fidelity.com) I worked on multiple core product platforms, including the “Trading Dashboard” which is still in beta: https://www.fidelity.com/ trading/trading-dashboard
* Redesigned sections to their RMD pages, helped redevelop Fidelity “Kits” which are basically DIY EFTs, another new product and tool (which has not yet been released).
* All UX research and analysis for development including virtual assistant and internal CSR chat box development including logic flows and transcribed CSR analysis (using Qualtrics)
* All UX work in Figma, HTML, project management in Adobe Creative Cloud

07/2018 to **AVIGILON (MOTOROLA)**

01/2019 **Senior UX Lead Designer**

* Build synchronicity between teams of designers in multiple countries to create global process for UX/design in all their security system products.
* Consult on user testing and analysis of existing processes.
* Provide completely new design system, style guide and vital responsive architectural changes for Avigilon’s web and native mobile app products.
* Create clean design principles focusing on usability, compliance and overall heuristics including a new process for efficient pro- to type creation for testing and building out UX metrics.
* Worked directly with AI facial recognition team to provide accurate security response in UX
* Worked in Figma, Sketch and Adobe Creative Cloud

07/2017 to **DAILYBREAK (CONNELLEY PARTNERS)**

01/2018 **Visual Design & UX Manager**

* Manage design team creating sponsored and original content for website, as well as any site design needs. Redesigned dailybreak.com.
* Conducted user testing and analysis of existing site and its content management system.
* Completely redesigned their existing content management system based on user interviews and testing. Built out all designs, including IA and the feedback system, tooltips and training, and all functional requirements to streamline the content creation process and onboarding timing for new users.

06/2015 to **MONSTER WORLDWIDE, INC.**

06/2017 **Senior Interaction Designer, User Experience**

* Lead designer on new government workforce products, producing all wireframes and final designs. Spearheaded discov- ery phase for new core product and created a new process to fit design thinking into Monster’s agile production process.
* Work with product owners and developers to create cutting edge, highly complex, extremely flexible web products for government hiring and training sites.
* Also create workflows and page designs for monster.com employer’s commercial site. Supported the monster.com sales department’s Salesforce configuration and implementation as lead designer.
* All work in Sketch, Figma and Creative Cloud

09/2011 to **THE HANOVER INSURANCE GROUP, INC.**

06/2015 **Senior User Experience Designer**

* Nominated three times for the annual Presidential Service Award—the company’s “most prestigious award.” Recipient of the Presidential Service Award in 2014.
* Senior Designer, User Experience Senior founding member of new UX department. Provide UX/interactive strategy and support for IT department and marketing. Develop interaction design standards and style guides, including wireframes and hi- and lo-fi prototypes. Mentor junior staff, direct developers and advocate for UX design with stakeholders.
* Senior Designer, Web Provide digital marketing strategy and design for marketing web department. Develop multiple websites including hanover.com as well as all email campaigns and templates. Advocate best practices while supporting marketing and enterprise goals.
* Senior Designer, Marketing Provide print, interactive document and all email design for marketing design department.
* All work in Creative Cloud, Bootstrap, Eloqua and Pega

09/2001 to **RFP, LLC (BRIDAL GUIDE MAGAZINE)**

05/2011 **Creative Director**

RFP, LLC publishes Bridal Guide Magazine, The Fantasy Baseball Guide and The Fantasy Football Guide.

Creative Director (Bridal Guide Magazine)

* Responsible for all creative services design—sales, promotional and mar- keting design and initiatives (including web site, tradeshow booth, PowerPoint presentations, client ads, comps, ad- vertorials, etc.). Devise marketing campaigns and sales collateral to reach company goals. Analyze and promote com- munications with internal departments to achieve maximum efficiency and productivity. Maintain and evolve branding throughout company and website. Supervise, train and hire designers and freelancers and provide consultation for production director and systems administrator.
* Creative Director (Fantasy Sports Guides) Creative Director for two annual fantasy sports magazines and additional cus- tom publishing. Responsible for all print and web production.
* Art Director Hands on design for all creative services. Supervise, train and hire designers and freelancers and manage all department needs.
* Assistant Art Director Provided all creative services design—sales, promotional and marketing design and initiatives (including website, tradeshow booth, PowerPoint presentations, client ads, comps, advertorials, signage, etc.).

**REFERENCES:** Available upon request.